



United States Department of Agriculture  
National Agricultural Statistics Service  
New Jersey Field Office  
Cooperating with New Jersey Department of Agriculture



## Cranberry Highlights

### **New Jersey Cranberry Crop Valued at \$21 Million**

New Jersey cranberry producers realized a total value of utilized production of \$20.7 million in 2007, compared to \$17.1 million in 2006. Cranberry price per barrel increased in 2007 to \$38.90 per barrel, compared to \$35.60 per barrel in 2006 and \$35.90 per barrel in 2005. Growers produced on average 171.3 barrels per acre in 2007, up 14.8 barrels per acre from 2006.

New Jersey ranked third in the nation in total production of cranberries. In 2007, New Jersey cranberry production totaled 531,000 barrels, up 9 percent from the 2006 crop of 485,000 barrels. Harvested cranberry acreage remained unchanged from the 2006 and 2005 growing seasons at 3,100 acres.

### **United States Cranberry Production Down Seven Percent**

The United States cranberry total production, at 6.40 million barrels in 2007, was down 7 percent from the 6.90 million barrels the previous year. Harvested acreage, at 38,800, was down 200 acres from 2006. Wisconsin showed an increase in acreage, while Massachusetts showed a decrease. Acreage in New Jersey, Oregon, and Washington remained the same as 2006. The average yield in 2007 was 164.8 barrels per acre nationwide, a decrease of 12.1 barrels per acre from the 176.9 barrels in 2006.

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**Cranberries, 2005 - 2007**  
**Area Harvested, Yield, and Production**

YEAR AND STATE	AREA HARVESTED	YIELD PER ACRE <sup>1/</sup>	PRODUCTION <sup>2/</sup>	
			TOTAL	UTILIZED
	(acres)		-- barrels <sup>3/</sup> --	
2005				
Massachusetts	14,100	100.9	1,423,000	1,423,000
New Jersey	3,100	171.9	533,000	533,000
Oregon	2,700	163.0	440,000	440,000
Washington	1,700	110.0	187,000	187,000
Wisconsin	17,400	210.3	3,660,000	3,660,000
US Total	39,000	160.1	6,243,000	6,243,000
2006				
Massachusetts	14,000	135.4	1,896,000	1,896,000
New Jersey	3,100	156.5	485,000	480,000
Oregon	2,700	172.2	465,000	465,000
Washington	1,700	67.1	114,000	114,000
Wisconsin	17,500	225.1	3,940,000	3,840,000
US Total	39,000	176.9	6,900,000	6,795,000
2007				
Massachusetts	13,700	108.6	1,488,000	1,488,000
New Jersey	3,100	171.3	531,000	531,000
Oregon	2,700	181.5	490,000	490,000
Washington	1,700	103.5	176,000	176,000
Wisconsin	17,600	210.8	3,710,000	3,710,000
US Total	38,800	164.8	6,395,000	6,395,000

1/ Yield is based on total production.

2/ Production is rounded to the nearest 1,000 barrels.

3/ A barrel weighs 100 pounds.

**Cranberries, 2005 - 2007**  
**Utilization, Price, and Value**

YEAR AND STATE	UTILIZATION		PRICE PER BARREL <sup>1/</sup>	VALUE OF UTILIZED PRODUCTION
	FRESH	PROCESSED		
	-- barrels <sup>2/</sup> --		(dollars)	(1,000 dollars)
<b>2005</b>				
Massachusetts	124,000	1,299,000	36.00	51,228
<b>New Jersey <sup>3/</sup></b>		<b>533,000</b>	<b>35.90</b>	<b>19,135</b>
Oregon	5,000	435,000	34.60	15,208
Washington	18,000	169,000	38.20	7,148
Wisconsin	200,000	3,460,000	35.30	129,246
US Total	347,000	5,896,000	35.60	221,965
<b>2006</b>				
Massachusetts	155,000	1,741,000	38.80	73,590
<b>New Jersey <sup>3/</sup></b>		<b>480,000</b>	<b>35.60</b>	<b>17,088</b>
Oregon		465,000	48.30	22,460
Washington	30,500	83,500	41.30	4,704
Wisconsin	170,000	3,670,000	37.40	143,740
US Total	355,500	6,439,500	38.50	261,582
<b>2007</b>				
Massachusetts	103,000	1,385,000	43.40	64,606
<b>New Jersey <sup>3/</sup></b>		<b>531,000</b>	<b>38.90</b>	<b>20,656</b>
Oregon <sup>3/</sup>		490,000	59.60	29,204
Washington	29,000	147,000	41.20	7,244
Wisconsin	200,000	3,510,000	42.60	158,191
US Total	332,000	6,063,000	43.80	279,901

1/ Weighted average of co-op and independent sales, fresh and processed. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

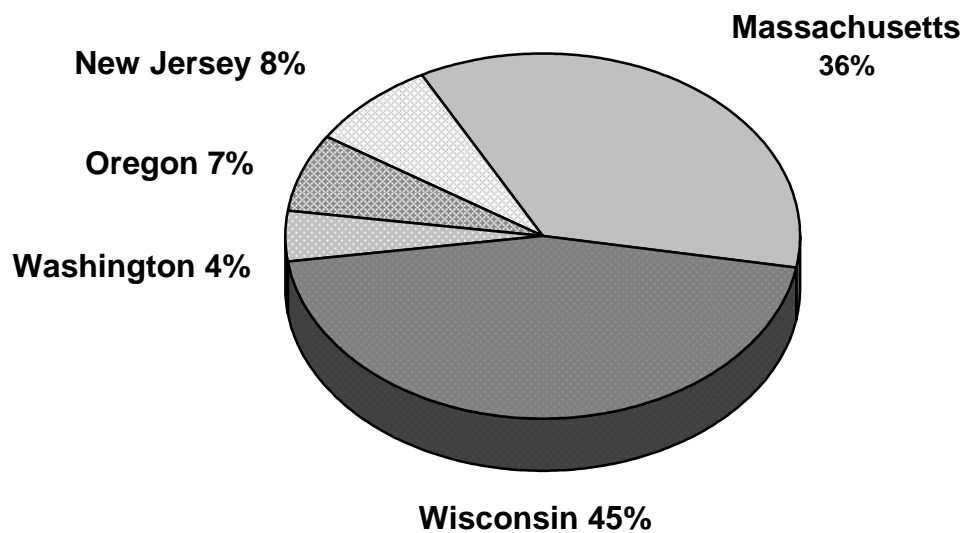
2/ A barrel weighs 100 pounds.

3/ Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

**Cranberry Statistics by State and U.S.  
Total Acres Harvested, 1998 - 2007**

YEAR	MA	NJ	OR	WA	WI	US
-- acres --						
1998	14,400	3,900	2,200	1,600	14,500	36,600
1999	15,000	4,000	2,300	1,600	14,600	37,500
2000	13,900	3,700	2,400	1,500	15,100	36,600
2001	12,000	3,100	2,400	1,600	16,500	35,600
2002	14,500	3,100	2,800	1,700	17,300	39,400
2003	14,400	3,200	2,900	1,700	17,400	39,600
2004	14,100	3,100	2,900	1,700	17,400	39,200
2005	14,100	3,100	2,700	1,700	17,400	39,000
2006	14,000	3,100	2,700	1,700	17,500	39,000
2007	13,700	3,100	2,700	1,700	17,600	38,800

**2007 Area Harvested Percentage by State**



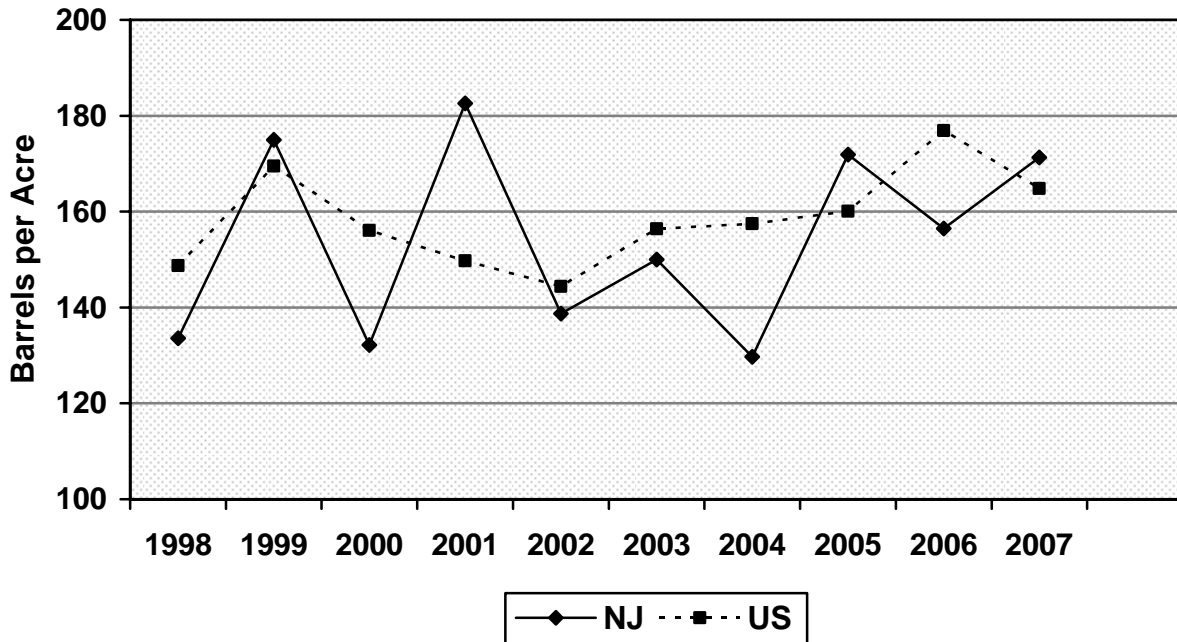
# **Cranberry Statistics by State and U.S.** **Yield Per Acre, 1998 - 2007 <sup>1/</sup>**

YEAR	MA	NJ	OR	WA	WI	US
-- barrels per acre <sup>2/</sup> --						
1998	130.2	133.6	161.4	105.0	174.1	148.7
1999	125.0	175.0	142.6	91.9	226.5	169.5
2000	140.5	132.2	165.8	120.0	178.3	156.1
2001	118.0	182.6	152.1	88.8	172.1	149.7
2002	100.1	138.7	154.3	98.2	185.4	144.4
2003	97.6	150.0	175.9	111.8	207.3	156.4
2004	128.2	129.7	170.7	100.0	189.7	157.5
2005	100.9	171.9	163.0	110.0	210.3	160.1
2006	135.4	156.5	172.2	67.1	225.1	176.9
2007	108.6	171.3	181.5	103.5	210.8	164.8

1/ Yield is based on total production divided by harvested acres.

2/ A barrel weighs 100 pounds.

## **U.S. and New Jersey Cranberry Yield** **1998 - 2007**

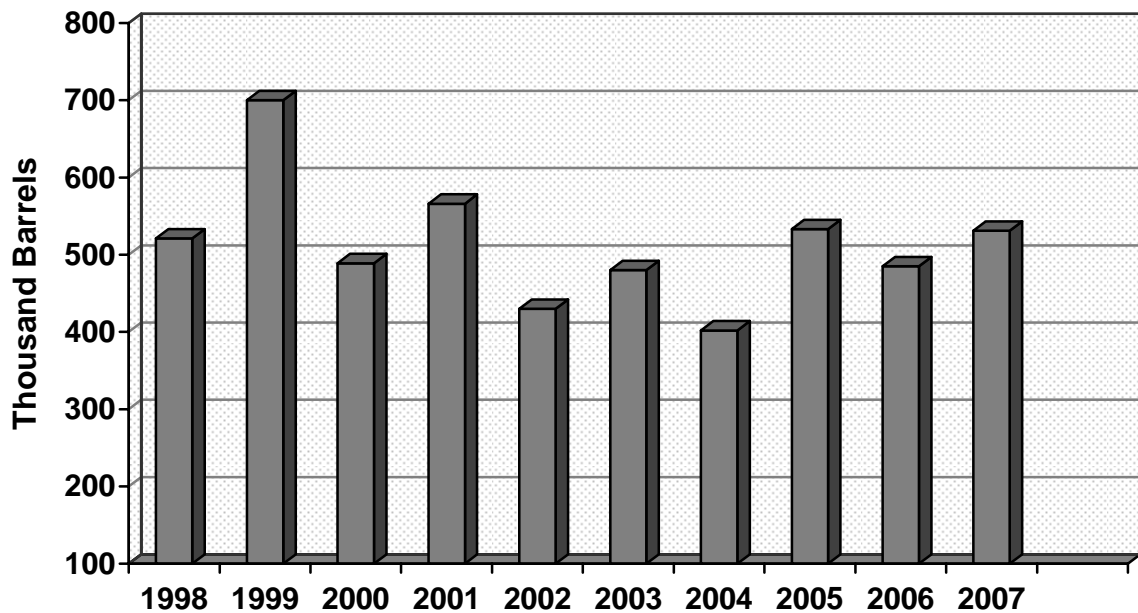


**Cranberry Statistics by State and U.S.  
Total Production, 1998 - 2007**

YEAR	MA	NJ	OR	WA	WI	US
-- barrels <sup>1/</sup> --						
1998	1,875,000	521,000	355,000	168,000	2,525,000	5,444,000
1999	1,875,000	700,000	328,000	147,000	3,307,000	6,357,000
2000	1,953,000	489,000	398,000	180,000	2,692,000	5,712,000
2001	1,416,000	566,000	365,000	142,000	2,840,000	5,329,000
2002	1,452,000	430,000	432,000	167,000	3,208,000	5,689,000
2003	1,406,000	480,000	510,000	190,000	3,607,000	6,193,000
2004	1,808,000	402,000	495,000	170,000	3,300,000	6,175,000
2005	1,423,000	533,000	440,000	187,000	3,660,000	6,243,000
2006	1,896,000	485,000	465,000	114,000	3,940,000	6,900,000
2007	1,488,000	531,000	490,000	176,000	3,710,000	6,395,000

1/ A barrel weighs 100 pounds.

**New Jersey Total Cranberry Production  
1998 - 2007**



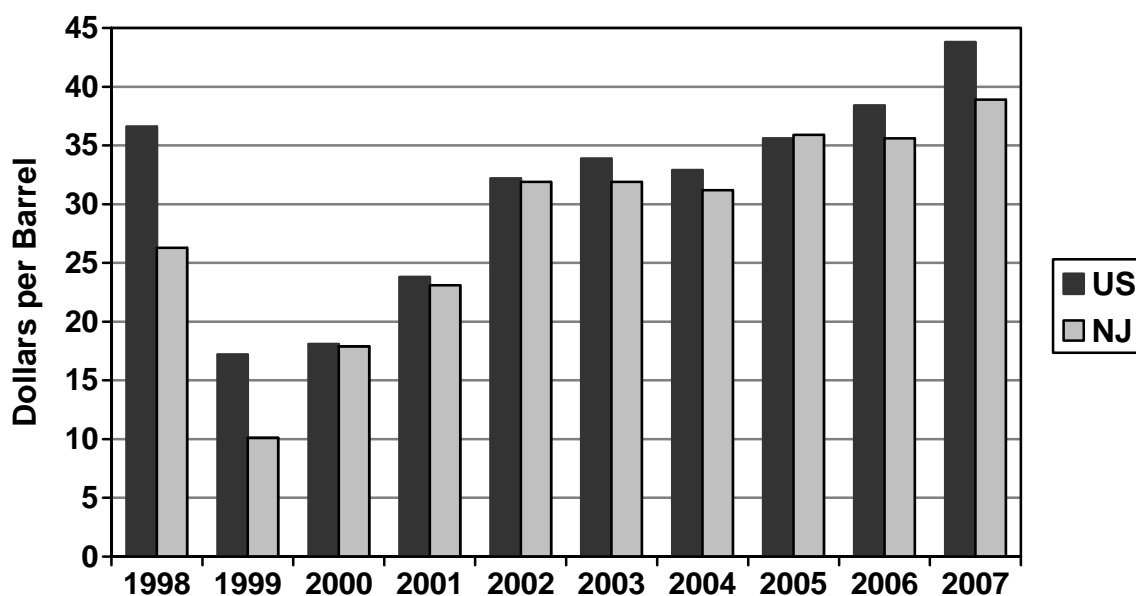
**Cranberry Statistics by State and U.S.**  
**Price Per Barrel, 1998 - 2007 <sup>1/2/</sup>**

YEAR	MA	NJ	OR	WA	WI	US
-- dollars --						
1998	30.80	26.30	39.80	25.00	43.30	36.60
1999	16.20	10.10	11.50	11.80	20.00	17.20
2000	19.00	17.90	16.70	22.30	17.40	18.10
2001	24.00	23.10	22.50	28.20	23.70	23.80
2002	32.80	31.90	32.60	36.00	31.70	32.20
2003	34.10	31.90	34.10	35.20	34.00	33.90
2004	32.60	31.20	33.10	35.60	33.00	32.90
2005	36.00	35.90	34.60	38.20	35.30	35.60
2006	38.80	35.60	48.30	41.30	37.40	38.50
2007	43.40	38.90	59.60	41.20	42.60	43.80

1/ Weighted average of co-op and independent sales, fresh and processed. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

2/ A barrel weighs 100 pounds.

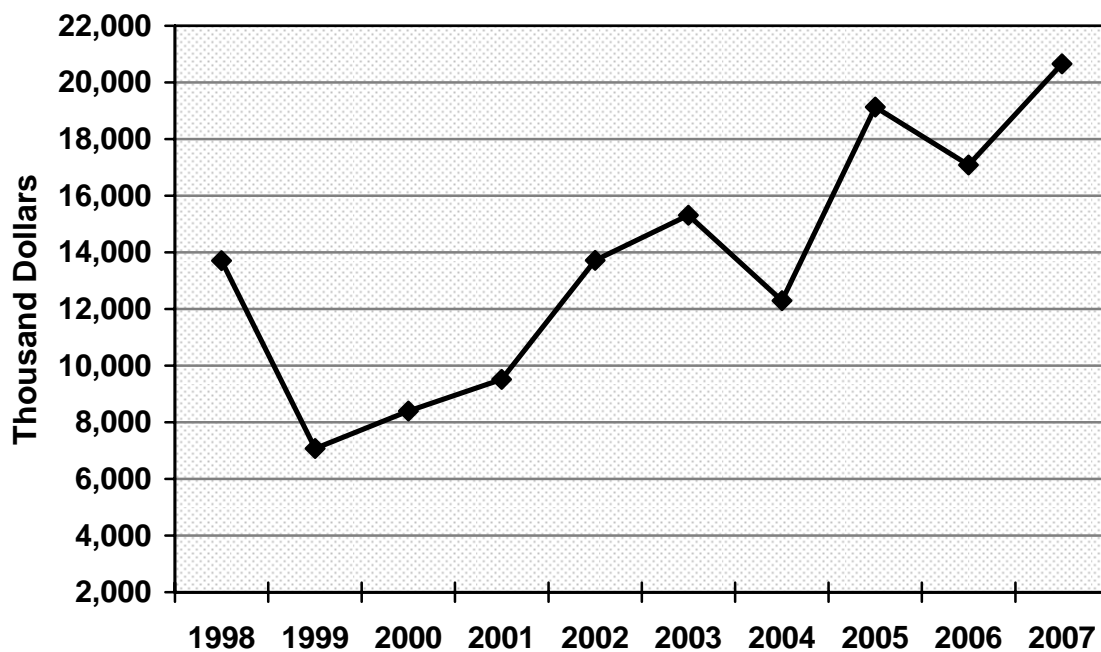
**U.S. and New Jersey Price Per Barrel**  
**1998 - 2007**



**Cranberry Statistics by State and U.S.  
Value of Utilized Production, 1998 - 2007**

YEAR	MA	NJ	OR	WA	WI	US
-- 1,000 dollars --						
1998	57,750	13,702	14,129	4,200	109,332	199,113
1999	30,381	7,070	3,772	1,737	66,118	109,078
2000	37,010	8,395	6,575	3,679	45,192	100,851
2001	33,869	9,517	7,994	3,838	58,428	113,646
2002	47,595	13,717	14,098	5,758	101,615	182,783
2003	47,982	15,312	17,386	6,691	122,463	209,834
2004	59,004	12,293	16,364	6,055	108,954	202,670
2005	51,228	19,135	15,208	7,148	129,246	221,965
2006	73,590	17,088	22,460	4,704	143,740	261,582
2007	64,606	20,656	29,204	7,244	158,191	279,901

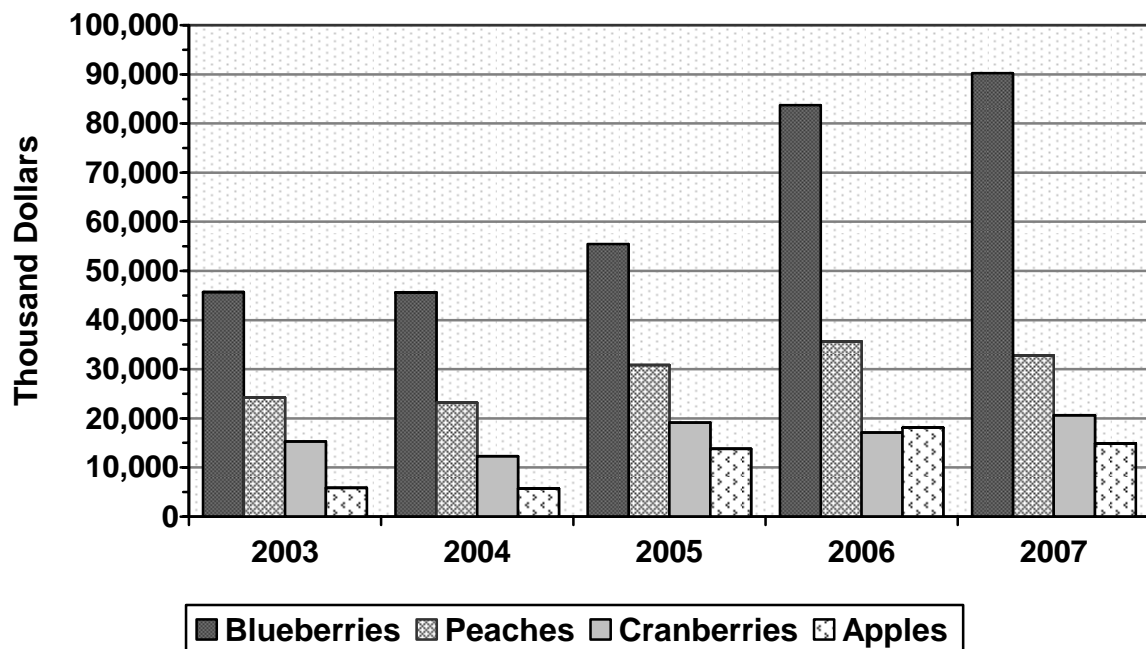
**New Jersey Value of Utilized Production  
1998 - 2007**



**New Jersey Fruit Statistics**  
**Value of Utilized Production, 1998 - 2007**

YEAR	APPLES	BLUEBERRIES	CRANBERRIES	PEACHES
-- 1,000 dollars --				
1998	6,608	28,360	13,702	30,518
1999	6,375	36,590	7,070	25,992
2000	6,183	36,100	8,395	24,774
2001	8,117	36,730	9,517	28,350
2002	5,640	46,790	13,717	25,194
2003	5,840	45,690	15,312	24,180
2004	5,740	45,630	12,293	23,180
2005	13,779	55,470	19,135	30,869
2006	18,060	83,720	17,088	35,700
2007	14,873	90,240	20,656	32,832

**New Jersey Fruit Statistics**  
**Value of Utilized Production, 2003 - 2007**



**U.S. Noncitrus Fresh Fruit  
Per Capita Consumption, 1997 - 2006 <sup>1/</sup>**

YEAR	US TOTAL POPULATION JULY 1 <sup>2/</sup>	APPLES	CRANBERRIES	PEACHES AND NECTARINES	STRAWBERRIES
	(1,000)	-- pounds --			
1997	272,912	18.09	0.07	5.51	4.10
1998	276,115	18.98	0.08	4.69	3.92
1999	279,295	18.50	0.11	5.29	4.57
2000	282,403	17.45	0.14	5.30	4.86
2001	285,335	15.59	0.13	5.16	4.21
2002	288,216	15.98	0.11	5.22	4.65
2003	291,089	16.90	0.10	5.16	5.28
2004	293,908	18.82	0.11	5.13	5.47
2005	296,639	16.68	0.09	4.81	5.82
2006 <sup>3/</sup>	299,330	17.73	0.09	4.57	6.13

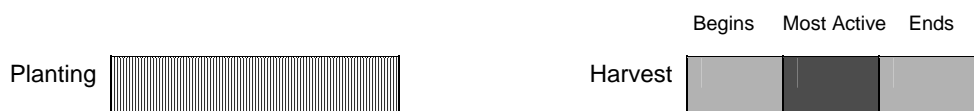
1/ Source: Economic Research Service, USDA: Fruit and Tree Nuts Situation and Outlook Yearbook/ FTS-2007/ October 2007.

2/ U. S. Residents plus the Armed Forces overseas. Source: U.S. Census Bureau.

3/ Preliminary

### New Jersey: Fruits and Berries, Usual Full Bloom and Harvesting Dates

Crop	Apr	May	June	July	Aug	Sept	Oct	Nov
Apples								
Blueberries								
Cranberries								
Grapes								
Peaches								
Strawberries								



2008 Survey Dates	
Cranberry - Forecast Survey .....	July 2008
Release .....	August 2008
Cranberry - Final Production, Disposition and Prices Received Survey .....	November 2008
Release .....	January 2009

We ensure the confidentiality of all individual reports. No person (outside of Agricultural Statistics Service personnel), organization, or other local, state, or federal government agency has access to any report an individual submits to us. Individual reports are used only in combination with other reports and are summarized to develop county, state, and federal cranberry production estimates.

The publication and dissemination of agricultural statistics are possible only through the support and cooperation of the agricultural industry. The New Jersey Agricultural Statistics Service would like to thank those who responded and furnished information for the cranberry estimation program.



## **Who we are . . . .**

The mission of USDA's National Agricultural Statistics Service (NASS) is to provide timely, accurate, and useful statistics in service to United States agriculture. All 46 field offices are operated under cooperative funding arrangements with State Departments of Agriculture and/or land-grant universities. Statistics are based on data collected from growers and agribusinesses through annual, quarterly, monthly, and weekly surveys and the Census of Agriculture.

**Nationwide:** About 400 national reports are issued annually covering about 120 crop and 45 livestock items in the major-producing states along with economic and demographic information. Each report is published according to a pre-set calendar of release dates. Strict security ensures that no one gains premature access to the information. The Census of Agriculture is conducted every five years to generate statistics for ALL agricultural commodities at the county, state, and national levels. The five-year program also includes special studies like the Census of Horticulture and Aquaculture. Census products and services are available from all field offices.

**New Jersey:** The New Jersey field office issues about 65 reports annually such as the *New Jersey Farm Facts*, *Weekly Crop Weather Report*, *Jersey Fresh Fruit and Vegetable Crops*, and an annual summary with historical comparisons and county statistics for our major commodities.